

Amendments to the Specification:

[0036] Embodiments of the invention may collect data on consumer demographics and substrate needs, including consumer preferences for products, the current and historical condition of the substrate to be treated (e.g., consumer's skin), and responses of the substrate to current and historical product uses. For some purposes, such as creating information of use in category-related industries, the invention also may collect data on the mean effects of products within predefined or naturally clustering sub-populations of consumers called groups or segments. Segments are characterized by their similarity of needs or responses to products. In some embodiments of the invention, product recommendation can be formed on the basis of a consumer's characterization similarity to segment characterizations and the segments' average responses to products. Segments may be dynamically defined through re-training. Other embodiments generate data used for making recommendations on the basis of feedback responses to products among dynamically constructed consumer neighborhoods defined by collaborative filtering. [[Requirements.]] Individual consumers also may have access to a variety of information concerning the performance of their current or historical products and/or obtain system predictions of performance and preference of hypothetical use of available products.